



I-66 Transit/Transportation Demand Management Study Fact Sheet #2

August 2009

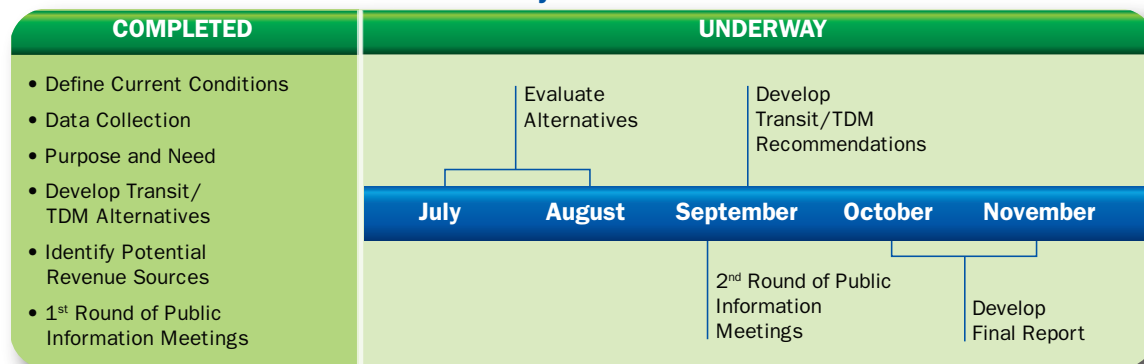
About the Study

The study is evaluating short- and medium-term transit and transportation demand management (TDM) improvements along the I-66 corridor between Washington, D.C., and Haymarket, VA that will increase mobility in the I-66 corridor. The improvements being evaluated include Bus Rapid Transit (BRT), express bus service, park and ride lots, carpooling and vanpooling.

Schedule

The study is currently underway and is scheduled for completion in November 2009.

Study Activities



Market Research Findings

The study team recently completed online market research to profile current travel patterns, identify factors guiding commuting decisions and identify interest in potential transit/TDM improvements in the I-66 study corridor. Highlights of findings are provided below:

- The most important factors in choosing transit modes are reliability of service and savings of time or commuting costs
- 66% of single occupancy vehicle commuters showed interest in shifting to carpools, commuter bus, or express bus if an attractive option exists
- Commuters recognize the benefits of ridesharing, and opportunities exist to develop new carpool/vanpool programs
- Awareness of the BRT concept is low; however, BRT is of interest to current commuters once the concept is explained
- Improved access to stations, such as adequate parking, feeder bus opportunities and improved pedestrian facilities is likely to increase the use of Virginia Railway Express and Metrorail
- Employee transit programs provided by employers create a strong incentive for transit use

Public Participation Opportunities

Public meetings will be held in Arlington on September 23, Haymarket on September 24 and Vienna on September 30 to provide an opportunity for the public to review and comment on the study findings before the study recommendations are finalized.

To learn more about the study or provide feedback, you can sign up to receive updates electronically by sending an e-mail request to drptpr@drpt.virginia.gov or send written comments to drptpr@drpt.virginia.gov or DRPT Public Information Office, 600 E. Main St., Suite 2102, Richmond, VA 23219.



Example of a local park and ride lot



Example of a Metrobus Express bus

Transit/TDM Alternatives Are Now Being Studied

Alternatives are currently being tested that combine a variety of transit and TDM elements to develop recommendations for potential improvements. Each alternative explores a variation of how some or all of the following strategies could be employed at different levels and locations to assess the best overall approach for the corridor:

- BRT along different segments throughout the I-66 corridor
- Feeder buses to connect surrounding areas to BRT stations
- Additional express bus services
- Additional carpooling and vanpooling opportunities
- New transit stations to support additional riders
- Expanded and enhanced bus routes

BRT Elements Under Consideration

The study includes an exploration of BRT elements suitable for possible use in Northern Virginia applications. Northern Virginia applications of BRT have the following potential:

- Provide rail-like service for primary corridors and improved local, regional and commuter bus services regionwide
- Complement existing rail transit services like Metro and VRE
- Operate on shared runningways, including with both other bus services and with HOV users
- Provide superior performance to encourage transit-oriented development at station nodes
- Include segments that run along managed highway lanes and on arterials with transit signal priority
- Utilize stations with in-line, direct access or indirect access
- Emphasize branded vehicles and stations to enhance the ease of identification and use

95%

of respondents indicated that time and cost considerations were the most important factors in choosing their commute mode

55% indicated that time was key factor

40% indicated that cost was key factor



Example of a BRT vehicle interior

Study Area Map

To view the study corridor map please see Fact Sheet #1 at <http://www.drpt.virginia.gov/activities/I66study.aspx>



Example of a BRT station